

**E. Vdovenko***Scientific supervisor***T. Dubovtsova***Belarusian Trade and Economics**University of Consumer Cooperatives**Gomel, Republic of Belarus*

## SECRETS OF SUCCESS IN BUSINESS

A popular definition of success is being able to live your life in your own way, doing only those things that you want to do, in order to begin creating your ideal life. You succeed when you do. One of the most important requirements for success is the quality of willingness. Successful people are willing to pay the price until they achieve the results they desire.

Everyone wants to be successful. Everyone wants to be healthy, happy, thin, and rich. But most people are not willing to pay the price. What is your vision of success? The image is different for each of us. For one person it's having the corner office, for another it's having a flexible schedule. But whatever your dream, setting goals will help you make it come true. Setting goals means creating a written plan that includes reasonable and measurable long-term and short-term objectives. It means setting smart goals. Goals need to be specific, measurable, reasonable, achievable, realistic, time framed.

What is business built on? Growing, vital businesses are built on grand strategies. But having a grand strategy is just not enough. A grand strategy needs to be implemented and then constantly reinforced to maintain momentum; that is when the vastness of a grand strategy becomes difficult.

The bottom line is that it is easier to implement the grand strategy when people have strong, positive relationships inside and outside the company. These one-to-one relationships depend on many "little things". It is a personal note to a first-time client, a birthday card to a member of the staff, a congratulatory phone call or a "welcome to our company" message to the new hire.

"Little things" are like individual bricks that are joined with many other little bricks to create a wall. When the walls are joined with other walls, a strong structure is created. Use "little things" in the same manner – join them, brick-by-brick, into a culture that shows respect and caring. When those little bricks become walls that then become structures, the grand strategy becomes much more attainable and it's all built on "little things". But don't forget the mortar between bricks. The mortar is a smile – and that's a "big thing!"

Let's take a famous businessman Richard Bransen as an example and learn his secrets of success:

- He regularly works an eleven-hour day.
- He spends a lot of time talking to people on the telephone but never sends memos.
- He rarely holds board meetings, makes decisions on the phone.
- He has good memory.
- He invites every single one of his 10,000 employees to a party at his home.
- He continually questions his employees about every aspect of the business.
- If he becomes annoyed in meetings, he leaves the room, but never loses his temper.
- He employs people he likes personally.
- He has had several business failures in the past and nearly went bankrupt several times but he has always survived.
- He didn't go into business to make money. He went into business because he wanted a challenge.

And finally, I want to say "Nearly everything is possible, but almost nothing is easy". Good luck!